



Bicycle Indiana Strategic Plan

2026-2030

Executive Summary

For more than a quarter of a century, Bicycle Indiana has worked to make Indiana a more bicycle friendly state and destination. We have promoted bicycling with our annual Bicycle Indiana Resource Guide (BIRG), our website, www.bicycleindiana.org, support of community bike rides, events, and Bike/Walk gatherings. We have published and distributed educational literature and we've helped educate school-age children, as well as adults, on safe bicycling. We've expanded our reach to the entire state. We've interviewed many cycling advocates, organizations, local officials, Mayors, and hosted our biggest Annual State House Day. We will continue to connect with state and federal representatives on legislation to make riding a bike in Indiana more safe and to fund bicycle/pedestrian infrastructure.

As Bicycle Indiana looks at 2026 and beyond, we've restructured and revamped our goals and ideas. As you read through this plan, you'll see we have reviewed and evaluating all our existing programs. In order to make the most impact, we will ensure we are reaching bicycling enthusiasts as well as underserved communities. The Bicycle Indiana Board of Directors reviewed the committee structure that had served the previous strategies and updated them to best fit with current direction of Bicycle Indiana. The four sub-committees have measurable goals and strategies to best serve Bicycle Indiana over the next five years. We hope to collect data and feedback to report back as we progress as an organization throughout to 2030. These committee are: Legislative and Advocacy, Marketing and Fundraising, Education, and Executive.

Perhaps most important, we MUST have a robust membership / donor base and strong, diverse partnerships. It does indeed take a village and to succeed in creating an environment where bicycling is safe and equitable for everyone and everywhere in Indiana, we all have a part to play. We believe that many problems can be solved by the simple act of riding a bicycling; please join us for the ride!



Our Vision:

Bicycling must be safe and equitable for everyone, everywhere in Indiana



Photo Credit: Nobles County Bicycle Club

About Us

Founded in 1993, the Indiana Bicycle Coalition, now commonly referred to as Bicycle Indiana, is a nonprofit organization serving bicycle riders and those who want to ride in the future. We work collaboratively to represent the interests, and address the concerns, of all people who ride bikes in Indiana and seek to:

- Advocate for bicycle users at all levels with an active legislative plan;
- Ensure our sustainability with fiscal responsibility;
- Lead the state in bicycle education using tools and resources from accredited sources and developing educational programming, videos and workshops;
- Strengthen Indiana's bicycling voice by growing membership and increasing public engagement;
- Consider the safety and accessibility of each rider in all of our programs, actions, and policies;
- Expanding our Board of Directors to other parts of the state.

Bicycle Indiana is governed by a Board of Directors (BOD) that is elected by our members and serve rotating terms. Bicycle Indiana has added numerous board members from all parts of the state in 2024 and 2025. The BOD consists of regional directors (two each, northern, central and southern) as well as at-large directors. Bicycle Indiana employs an Executive Director and a small professional staff.

Our Mission

Bicycle Indiana makes bike riding safe* and equitable for all Hoosiers by educating bicyclists, motorists, and policymakers, and advocating for laws, policies, and infrastructure.

Who We Serve

Anyone who rides, walks, rolls, or drives.

Our Focus

Continually striving for equity and raising the bar for statewide impact in the areas of advocacy, partnerships, education, and engagement.

Our Commitment to Inclusion

We want all bicycle riders in Indiana to be able to experience the freedom of a bicycle without fear. It is critical all bicycle riders and future riders are included and represented in our advocacy efforts. We will listen, learn, and elevate the voices of underrepresented populations. We will develop an understanding of what it means to be safe while bicycling to ensure our work results in every person being able to ride a bicycle freely and safely without fear. With this knowledge, we will advocate for policies that benefit all people who ride bicycles and do not create barriers.

With our expansion of Board of Director members, we hope to reach more communities across the state. We also hope with a variety of professionals on our Board will also bring a well rounded palette of knowledge and connections.



Photo Credit: John Whalen



Historically Bicycle Indiana has been the voice for safe bicycling and relied primarily on legislative action to protect bicyclists. We hear the calls for increased legislation and enforcement. Bicycle Indiana is committed to leading the charge to advocate for change at the State and Local levels of Indiana government. We also want to ensure we are promoting how powerful cycling is and what "Safe" should mean in the cycling community. Cycling for Hoosiers represents health, environmentalism, camaraderie, fun, community, transportation and freedom.

Bicycle Indiana is committed to ensuring that this sense of freedom in bicycling includes being free from fear, harassment, threats of violence and over policing for every Hoosier who rides a bicycle. Bicycle Indiana is committed to authentic and transparent discussions that make bicycling safer, in all of its forms, for all Hoosiers. This means a renewed focus on reprioritizing resources so that spaces are better designed for bicycle riders, in addition to having policies in place that make these spaces safer emotionally, physically and spiritually.



Photo Credit: John Whalen

Continually raising the bar for statewide impact.

Our Strategic Goals

EDUCATION

OUTREACH & FUNDRAISING

ADVOCACY & LEGISLATIVE

INTERNAL REVIEW & FINANCIAL

EXECUTIVE & REPORTING

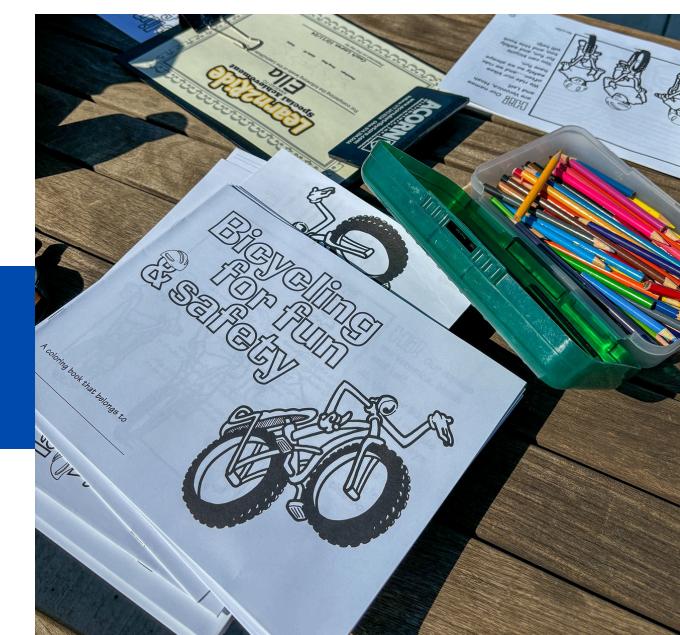




Education

The Education Committee consists of current board members and community advocates. The Education Committee focuses on how to provide educational resources to our communities. Meeting once a month, this committee is committed to serving as many Hoosiers on bikes as possible. Some of the current goals for the committee are:

- Distribute 5000 copies of the Bike Smart pamphlets (1000+/year)
- Create an annual Statewide Vulnerable Road User Crash Report (summary in BIRG annually)
- Create an annual educational article for the BIRG.
- Host five LCI trainings



Internal Review & Financial

The Internal Review and Financial Committee meets monthly with current board members. This committee discusses any funding transactions for each month with the Executive Director. This committee also is responsible for an annual budget and monthly reporting during the monthly board meetings. For more specific information about this committee, please reach out at info@bicycleindiana.org.

- Secure Annual Bicycle Indiana Resource Guide support;
- Implement and review financial policies and procedures annually;
- Create annual budget and provide a monthly treasurer's report.

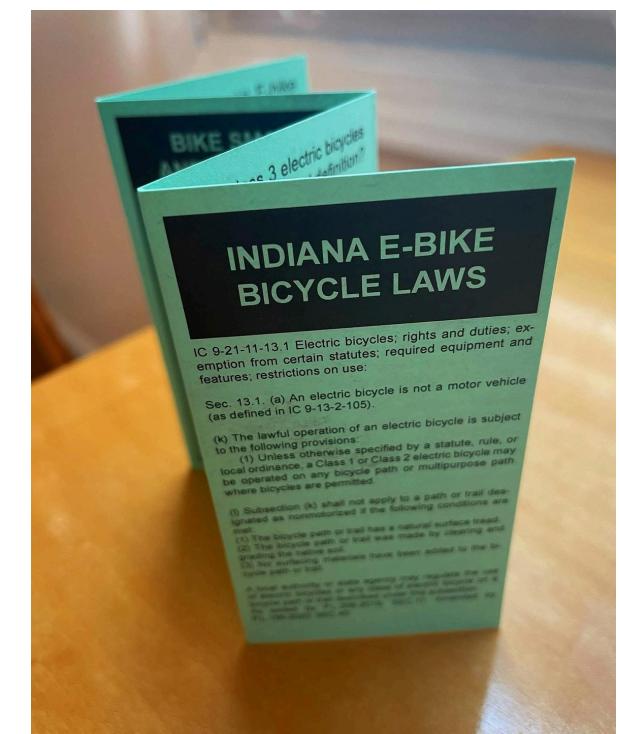
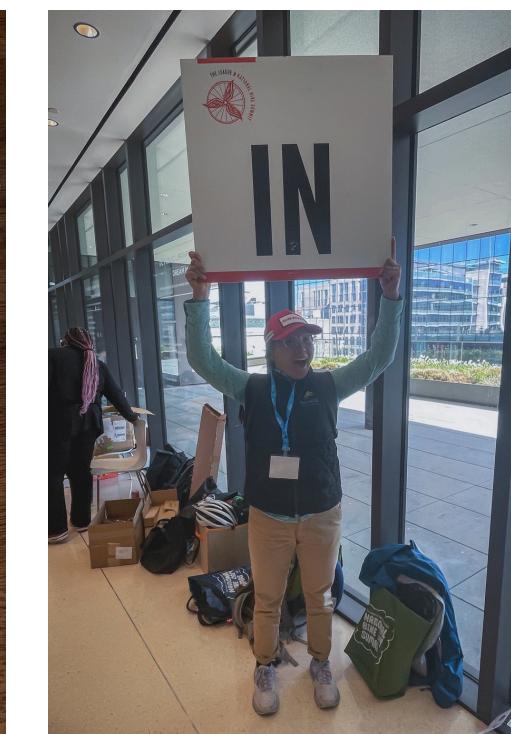




Advocacy & Legislative

The Advocacy and Legislative Committee meets monthly with a variety of board members and community advocates. This committee is responsible for guiding the organization and Executive Director on legislative support and optics. Some of the committee goal are:

- Advocate for Safe Streets/Bike Safety/Bike Laws/Bike Education;
- Increase Indiana's Bike Friendly Communities (BFC) by 10%;
- Increase Bike Friendly Businesses (BFB) by 50%;
- Continue to push for Indiana to adopt a legal definition of Vulnerable Road User (VRU).



Continually raising the bar for statewide impact.

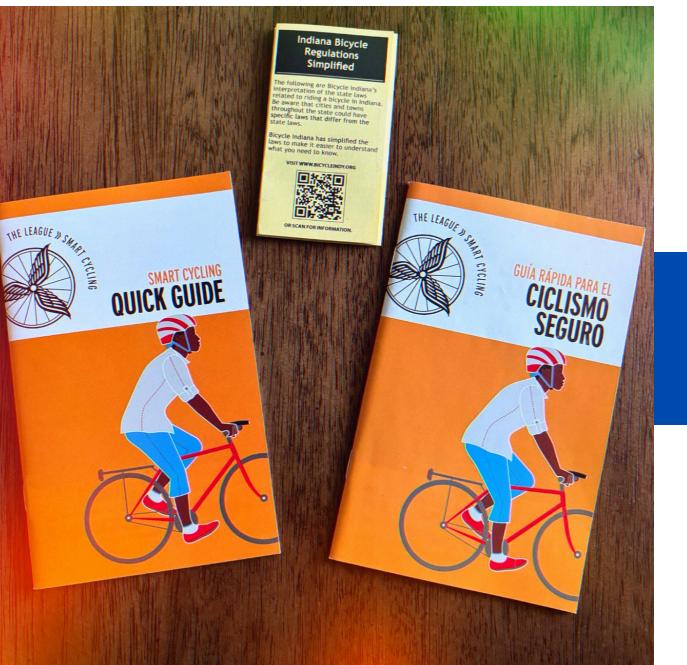
Outreach & Fundraising

The Marketing and Fundraising Committee is focused on member retention and obtaining funds to help Bicycle Indiana continue to serve its communities.

Raising awareness and funds is important, but also creating engaging content is key. Connecting with our members and viewers is a huge part of this committee and organization. We will implement member onboarding, quarterly open online discussions with our members and the public to fuel membership engagement.

Some other goals this committee has are:

- Increase our license plate sales and awareness;
- Provide engaging and educational social media content;
- Increase membership engagement;
- Increase membership proactively by fueling engagement;
- Create new relationships for new sponsorship opportunities.



Executive & Reporting

This committee meets monthly to prepare documents for the board of directors meeting. This committee oversee the board, board elections, and supports the other sub-committees. As a state-wide expert for cycling related resources and information, this committee will support the Executive Director as needed. Some of this committee's goals are:

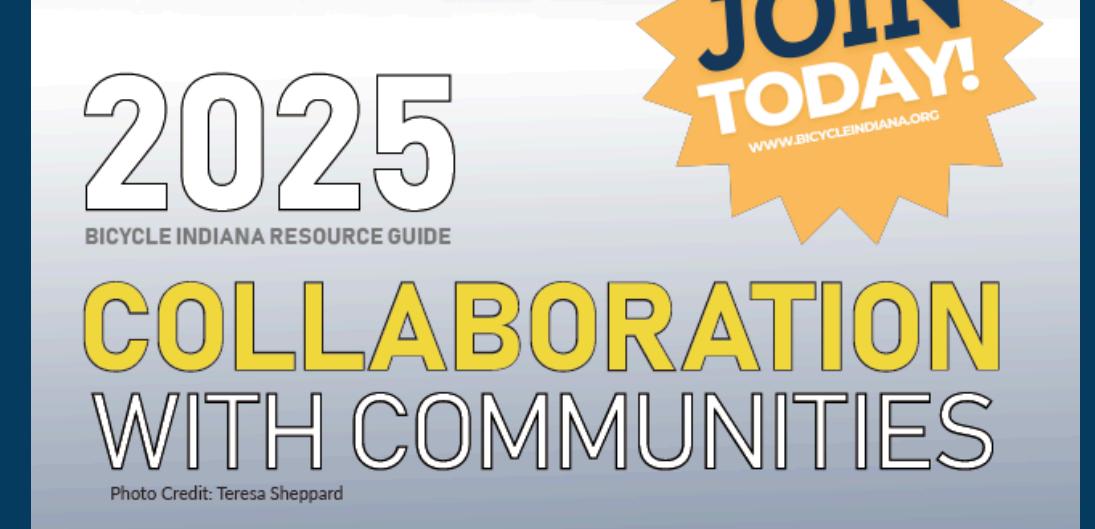
- Advocate for all bicycle users at all levels with an active legislative and advocacy plan;
- Assure our sustainability with fiscal responsibility;
- Develop educational programming, videos and workshops for our members and communities;
- Providing a strong voice by growing membership and increasing public engagement;
- Promote the safety and accessibility of all riders in all of our programs, actions, and policies;
- Expanding our Board of Directors to other parts of the state.



Become a member today by visiting your local BMV. We are listed in our legal name...

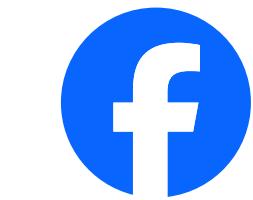
“Indiana Bicycle Coalition”

To learn more about Bicycle Indiana or to become a member visit our website, www.bicycleindiana.org or www.in.gov/bmv.



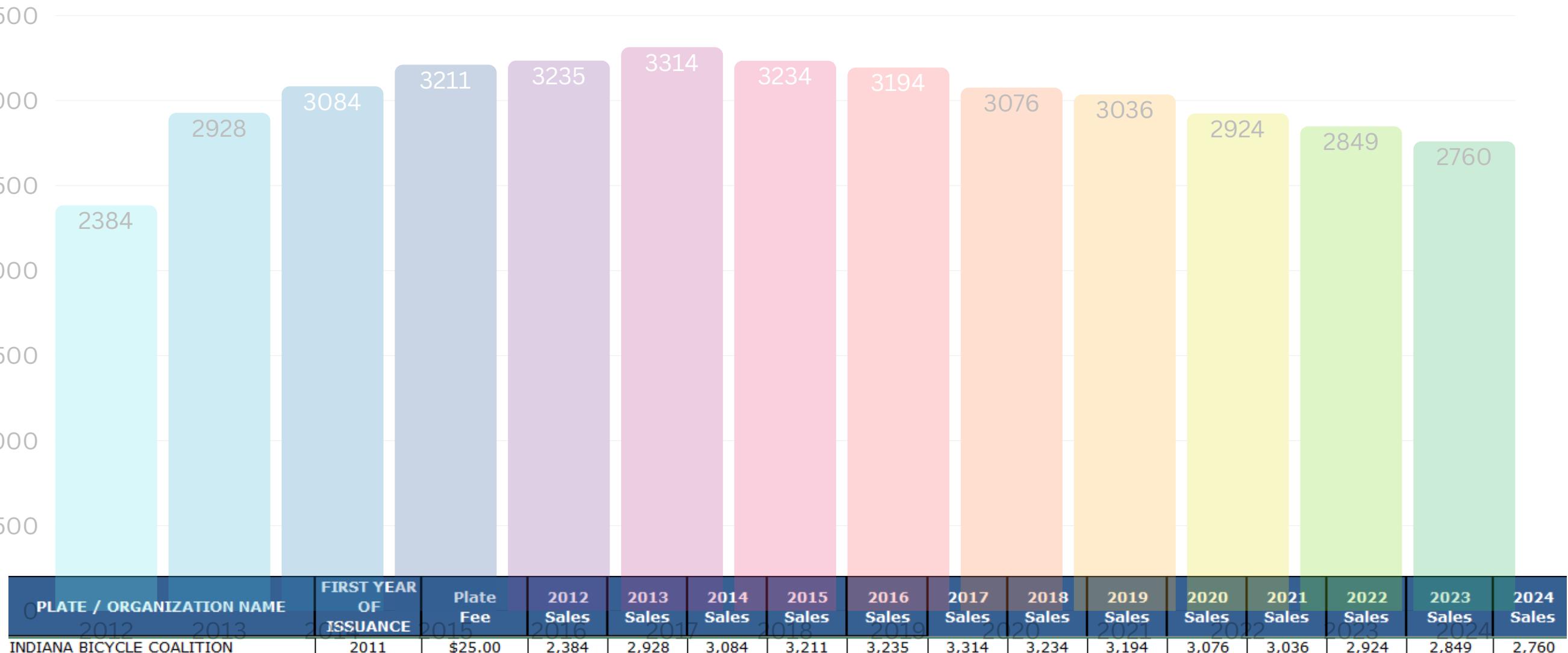


Follow us today!



www.bicycleindiana.org

Executive & Reporting



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